

Management Information System
Course Code : CSE - 323

Assignment → 1

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[1] How IT changes both the relative costs of capital and the costs of information?

Information systems has become interactive tools deeply involved in the minute-to-minute operations and decision making of large organizations.

From the point view of economies, IT changes both the relative costs of capital and the costs of information. Information system technology can be viewed as a factor of production that can be substituted for traditional capital and labor.

As the cost of information technology falls, it can be used to displace other forms of capital, such as building and machines, which are still relatively costly. As a result, we can expect managers to increase their IT investments over time as the cost of IT declines in comparison to other capital investments.

IT also has an impact on the cost and quality of information, as well as the economies of data. Information technology aids in the reduction of business size by lowering transaction costs.

Organization can utilize information technology, particularly the utilization of networks, to reduce the cost of market participation making it worthwhile for them to contract with external suppliers rather than use external sources. As a result, businesses can reduce their size because outsourcing work to a competitive marketplace is significantly less expensive than hiring employees.

Information technology, by reducing the costs of acquiring and analyzing information organization to reduce agency costs because it becomes easier to manage to observe a greater number of employees.

As more capital is spent in IT, we can expect firm size to diminish over time as IT reduces both agency and transaction costs. Firms should have fewer management, and revenue per employee should rise over time.

② Organizational resistance to information system innovations.

Information system potentially changes an organizational structure, culture, business processes, and strategy. There are several ways to visualize organizational resistance. Many new organization, information system require changes in personnel, individuals routine that can be painful for those involved and require retraining and additional effort that may not be compensated.

Because organizational resistance to change is so powerful, many information technology investments flounder and do not increase productivity. Indeed, research on project implementation failures demonstrate that most common reason for failure of large project to reach their objective is not the failure of the technology.

Therefore, as a manager involved in future IT investments, your ability work with people and organizations is just as important as your technical awareness and knowledge.

Management Information System

Tutorial Assignment

② How a DBMS solves the problems of the traditional file Environment.

A database management system (DBMS) decreases data redundancy and inconsistency by eliminating isolated files in which the same data is duplicated. The DBMS may not be able to completely eliminate data redundancy, but it can assist in its management.

Even if the organization keeps some redundant data, adopting a database management system (DBMS) may help the organization ensure that all redundant data has the same values. The DBMS separates programs from data, allowing data to stand alone.

Access and availability of information will be increased and programme development and maintenance costs reduced because users and programmers can perform ad hoc queries of data in the database. The DBMS enables the organization to centrally manage data, their use and security.



Short Note on Voice over IP :

The Internet has also become a popular platform for voice transmission and corporate networking. Voice over IP (VoIP) technology delivers voice information in digital form using packet switching, avoiding the tolls charged by local and long-distance telephone networks.

Another advantage of VoIP is its flexibility. Unlike the traditional telephone network, phone can be added or moved to different offices without rewriting or reconfiguring the network. With VoIP, a conference call is arranged by a simple click-and-drag operation on the computer screen to select the names of the conference.

② Search Engine Marketing :-

Search engines have become major advertising platform and shopping tools by offering what is now called Search Engine Marketing. When user enter a search term at Google, Bing, Yahoo or any of other sites services by these search engines, they receive two types of listing: sponsored links, for which advertisers have paid to be listed and unsponsored "organic" search result.

The paid, sponsored advertisements are the fastest growing form of Internet advertising and are powerful new marketing tools that precisely match consumer interests with advertising message at the right moment.

Because search engine marketing is so effective, companies seek to optimize their ~~series~~ web sites for search engine recognition. The better optimized the page is, the higher a ranking it will achieve in search engine result listing.

③ Search Engine Optimization (SEO)

SEO is the process of improving the quality and volume of web traffic to a website by employing the quality and help a web site achieve a higher ranking with the major search engines when certain keywords and phrases are put in the search field. One techniques is to make sure that the keywords used in the website description match the keyword likely to be used as search terms perspective customers.

In general, search engine have been very helpful to small business that can not afford large marketing campaigns. Because shoppers are looking for a specific or service when they use search engines, they are what marketers call "hot prospects"- people who are looking for information and often intending to buy. Moreover, search engines charge only for click throughs to a site.

④: Radio Frequency Identification (RFID)

Radio frequency identification (RFID) systems provide a powerful technology for tracking the movement of goods throughout the supply chain. RFID systems use tiny tags with embedded microchips containing data about an item and its location to transmit radio signals over a short distance to RFID readers.

The RFID readers then pass the data over a network to a computer for processing. Unlike bar codes, RFID tags do not need line-of-sight contact to be read.

The RFID tag is electronically programmed with information that can uniquely identify an item plus other information about the item, such as its location, where and when it was made, or its status during production. Embedded in the tag is a microchip for storing the data. The rest of the tag is an antenna that transmits data to the reader.

The reader unit consists of an antenna, radio transmitter with a decoding capability attached to a stationary or

handled device. The reader emits radio waves
in ranger anywhere from 1 inch to 100 feet,
depending on its power output, the radio
frequency employed and surrounding environment
conditions.